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ABSTRACT

Data is printed predetermined number of times on a print area having a width W_2 smaller than the maximum print width W_1 of a print head (26) by using predetermined ink nozzles (26d) while moving a print medium F relative to the print head (26) in a state that

5 the position of the print head (26) in a direction perpendicular to a feeding direction X of the print medium F is fixed. After that, the print head (26) is moved in the direction perpendicular to the feeding direction X of the print medium F each time printing has been performed the predetermined number of times while the print medium F is moved at a predetermined pitch at a time, and printing is again performed on the print area by using

10 ink nozzles (26d) which are different at least partly from the ink nozzles (26d) which were used before the move, in the state that the print head (26) is fixed.

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